EXPERIENCE REAL POWER
HOW TECHNOLOGY BRINGS A VISION TO LIFE
ASTON MARTIN HAS A DISTINGUISHED HERITAGE OF HIGH PERFORMANCE AND LUXURY QUALITY

Alongside the company is a partner with technology just as sophisticated and impressive in its own field.

Lenovo’s workstations power Aston Martin design, styling and engineering. But why did the company choose Lenovo over other possible partners?

- The raw performance of Lenovo technology
- Consistency, reliability, and visibility into future hardware developments
- Unmatched experience – in technical hardware and in close working relationships

And, significantly, a commonality of design goals and language.
Both organizations are obsessed by design. Superb styling is what the customer sees – brilliant design makes it possible.

Lenovo Workstations are deployed across a broad range of workloads, from concept design and CAD, CAE to simulation, to Product Lifecycle Management, and beyond.

Aston Martin’s engineers and designers depend on the power and performance of Lenovo Workstations throughout the design process.

From sketching and ideation, surfacing and modelling, to graphic design and full renders, Lenovo’s workstation portfolio enables talented individuals to unleash their creativity and inventiveness.

- Blending the digital and physical sides of designing, modelling and rendering to ensure a seamless merging of media – from milled components to rendered objects, and from a scanned copy to a virtual configurator
- Combining hand-crafted designs with state-of-the-art digital tools to achieve a high degree of detail
- Ensuring every aspect of fit, finish and complex surfacing can be produced in near-perfect, real-world products
DESIGN IS A FLUID PROCESS

Part of the design language at Aston Martin is to challenge both the physical and digital tools available, pushing beyond to achieve design perfection. There’s a constant transition from virtual to reality and back. Designers are free to experiment with ideas, working without the fear of failure. The advantage of Lenovo Workstations is that iterations, decisions and adjustments can occur fluidly.

They can inspect, critique, adjust, and continually improve designs. Map physical objects to inspire new digital ideas. Test their concepts under a range of simulated conditions. Speed enables more fresh concepts. More innovation. More opportunities to ‘fail forward’ in search of perfection. Ultimately, that speed means faster time to market and overall greater ROI.
BRINGING DESIGN TO LIFE

ASTON MARTIN IS RENOWNED FOR WORKING WITH THE HIGHEST QUALITY MATERIALS, SCRUTINIZING THE SMALLEST DETAILS AND FINE-TUNING PERFORMANCE

Now Lenovo Workstations support every stage of its lifecycle.

The company’s three main workloads place heavy demands on the technology. Lenovo Workstations are up to the challenge, matching each team’s unique needs.

Lenovo Performance Tuner allows Aston Martin to optimize each workstation with customized application-based settings specific to each workflow, eliminating interruptions and improving productivity.

Design and styling

From concept design, to iterations, each part must be created across teams. By mixing creative flair with engineering know-how, Aston Martin maximizes the value of its Lenovo Workstations.

Engineering validation

High-power processing of the complex datasets behind CAD and CAE designs is critical to determine the feasibility and validation of designs – shaping what’s possible.

Prototype modelling

Extreme power is necessary to customize details for final design reviews, and assisting customers with an experiential configurator. Seamless collaboration and shared VR experiences play an essential role.

YOU CAN’T DESIGN OR BUILD CARS WITHOUT WORKSTATIONS

Steve O’Connor, Director of IT at Aston Martin
A LENOVO WORKSTATION FOR EVERY WORKFLOW

ASTON MARTIN LEVERAGES THE FULL RANGE OF THE LENOVO WORKSTATION PORTFOLIO

From professional ThinkVision P Series displays to ThinkStation desktops and ThinkPad P Series mobile workstations, built with the latest Intel® Core™ and Xeon® processors and high-powered NVIDIA® Quadro RTX™ graphics. All Lenovo Workstations combine top-of-the-line components with intelligent designs, to deliver the raw power necessary to handle the most demanding workloads across a wide spectrum of industries including architecture, engineering and construction; product development; oil and gas; media; finance, and more.

Lenovo Workstations deliver outstanding efficiencies:
- Proven to run design tasks up to 30% faster than high-performance PCs
- 350% better for 3D graphics
- 50% better for CAD

The latest NVIDIA Quadro RTX professional graphics technologies mean:
- Pinpoint accuracy – rendering even complex graphics with ease
- Better decision-making – with more realistic simulation of 3D models
- Effortless analysis of even highly-detailed datasets – thanks to a large graphics memory
THE RIGHT WORKSTATION FOR THE JOB

LENOVO WORKSTATIONS ARE #1 FOR RELIABILITY AND UP TO 20% MORE RELIABLE THAN THEIR COMPETITORS

Mobile Workstations
Users depend on the reliable, high-performance technology of the ThinkPad P Series to handle any computer-intensive task – from conceptual design, to construction documentation – wherever their work takes them.

Remote Workstation Solution
Combine a mobile workstation with TGX Remote Workstation Software and teams can share powerful, high-end host workstation resources across the business.

Desktop Workstations
High performance desktops, built to last, with unmatched reliability and patented cooling design. Customizable, modular formats with tool-less access means devices can be easily upgraded to meet a range of business needs.
WORK IN THE TOUGHEST ENVIRONMENTS

WHETHER CONSTRUCTION SITE OR PRODUCTION LINE

**ISV-Certified**

Every Lenovo Workstation – desktop and mobile – is tested and proven to provide optimal performance when running industry-specific software spanning software applications from Autodesk, Adobe, Dassault Systemes and more.

**MIL-SPEC features**

Tested under the most extreme conditions, Lenovo Workstations will work in the toughest environments, whether construction site or production line.

**Lenovo Performance Tuner**

With Lenovo Performance Tuner, specific CPU cores can be reserved just for the application being worked with. That means the application always performs at the maximum, regardless of what the rest of the system is doing. And it can dynamically change when applications are switched.

On a high-end system with multiple CPUs, it can even optimize multiple applications at the same time on different processor groups. Regardless of whether your application prefers single-threading or multi-threading, the Lenovo Performance Tuner has the ability to optimize performance.

The TBR Reliability Study found that Lenovo Workstations have the lowest repair rate among top competitors.

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